

MULTICHANNEL

Top 10 luxury brand multichannel marketers of Q1

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By TRICIA CARR

Luxury marketers extended the reach of their first-quarter marketing efforts beyond digital with live tactics that sharply targeted their core audience.



Marketers took to both traditional and modern channels to kick off their 2013 brand- and product-awareness efforts. The campaigns that seemed to most effectively reach luxury consumers used a combination of channels to create buzz for product launches, new services and the brand lifestyle.

Here are the top 10 luxury brand multichannel marketers of the first quarter of 2013, in alphabetical order:



Anya Hindmarch - British accessories brand Anya Hindmarch married its digital and physical London Fashion Week efforts through a multichannel campaign called Anyagrams that nicknamed influencers and consumers.

A play on words of anagram, the campaign centered on the Anyagram Generator, a digital tool that produced new fashion-themed nicknames to push the games theme of the “Cascade” autumn/winter collection.

Anya Hindmarch incorporated the theme into its London Fashion Week presentation with personalized gifts for attendees and a video feed of the Anyagram Generator.

Audience members got a gift box containing a custom bracelet made up with the guest’s nickname from the Anyagram Generator and a bracelet-making kit.



Bentley - British automaker Bentley Motors unveiled the new Flying Spur March 3 at the Geneva Motor and hyped the model through multichannel efforts before and after the launch.

First, Bentley used digital tactics to create buzz for the Flying Spur among socially-connected consumers.

The automaker showed a video on a microsite that depicted close-up angles of the model. The video ended with the hashtag #NewFlyingSpur to encourage consumers to follow the conversation on social media.

After the launch, Bentley is pushing the Flying Spur among best prospects in the United States, the automaker’s largest market, by holding invitation-only events in three cities.

Bentley is partnering with American Express Publishing’s Departures magazine to host a series of three “One Night Only” events, the first of which took place March 26 in New York.



The group promoted 85 properties that have been used in settings for 85 different Hollywood films to celebrate.

Leading Hotels also flaunted its role in Hollywood through its digital channels and distributed themed press materials.



Longchamp - French leather goods maker Longchamp beat the winter blues by flaunting its spring collection in an upbeat video campaign and out-of-home advertising.

The 80-second video was released on the brand's social media and the campaign was promoted through digital and physical platforms.

The campaign titled "You Should be Dancing" features model Coco Rocha walking through airport security and busting out dancing with her Longchamp bag.



Robb Report - CurtCo Media's Robb Report upped its print and digital footprint during the first quarter of 2013 by releasing a new magazine and redesigning its Web site.

Robb Report gave readers a glimpse at international luxury real estate in its new Home & Style magazine that complemented the March "Car of the Year" issue.

The premiere issue had above-expected ad page figures. The magazine is Robb Report's take on architecture, home products, furnishings and interior design via a bimonthly magazine.

Robb Reported also enhanced its digital edition during the first quarter. For the first time, readers of the landscape tablet edition were greeted with a video teaser of the Car of the Year decision process that takes place in California's Napa Valley.



Rolls-Royce - British automaker Rolls-Royce Motor Cars unveiled the much-hyped Wraith March 5 via a press conference at its Geneva Motor Show stand and teased the new model with digital promotions starting in January.

Rolls-Royce first teased the model by releasing the a shadowed image to the public and hosting an interactive video on its Web site.

At the time of its launch, Rolls-Royce held a press conference at the Geneva Motor Show to unveil the Wraith and released several images and a new video to completely show off the car.



Saks Fifth Avenue - Department store chain Saks Fifth Avenue revamped its SaksFirst loyalty program in the first quarter to offer cardholders additional benefits and include its Off 5th outlet stores.

The retailer dropped a new campaign called “Love at First Swipe” to push SaksFirst via digital, catalogs, newspapers, magazines and other outlets.

Saks’ New York flagship store hosted a “5 Days of Firsts” program that began Jan. 28 to raise awareness for the new benefits for its cardholders as well as an event in the fourth-floor boutique space for customers and select media.



Tumi - Travel accessories brand Tumi promoted a new line designed by Anna Sui through digital promotions, store windows and a kick-off event.

The brand flaunted the new Anna Sui products through the Case Studies series and supporting digital efforts. Case Studies is an online video series that offers packing tips from individuals whose lifestyles revolve around traveling.

Tumi also promoted its collaboration with Anna Sui Jan. 8 through a screening event.

Final Take

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